

Analysis of Guest Satisfaction Level in Increasing Guest Intend To Recommend at Renaissance Bali Uluwatu Resort & Spa

Ni Kadek Sita Junika Dewi, I Nyoman Winia, I Ketut Suja,
Elvira Septevany
Politeknik Negeri Bali, Indonesia
elvira_s@pnb.ac.id

Abstract: This study aims to determine the level of guest satisfaction and the efforts of Renaissance Bali Uluwatu Resort & Spa in increasing guest intend to recommend. As for implementing these objectives, the population in this study was guests who have stayed at the Renaissance Bali Uluwatu Resort & Spa and the samples in this study were 50 survey e-mail using purposive sampling technique with descriptive statistical analysis techniques. The data used in this study is secondary data obtained from the results of the survey e-mail. The results obtained from this study are guests who intend to recommend have an average score of 8.7. It means that guests are very likely to recommend hotels, while the guest satisfaction variable has an average score of 9 which guests are very satisfied with the hotel. The efforts made by Renaissance Bali Uluwatu Resort & Spa in increasing guest intent to recommend providing extraordinary services, lowering prices, providing facilities as offered, and simplifying the check-in process. The results show to increasing guests intend to recommend, Renaissance Bali Uluwatu Resort & Spa makes satisfaction indicators as a standard for all staff so guests intend to recommend can be developed.

Keywords: guest satisfaction, guest intend to recommend, survey e-mail

INTRODUCTION

The development of tourism in Bali is strongly supported by the construction of tourism supporting facilities such as hotels, villas, restaurants, travel agents, and other tourism industries. A hotel is one type of accommodation that is the main component in every tourist destination. In 2019 the number of star hotels in Bali was 507-star hotels and dropped drastically to 380-star hotels in 2020 (Bali Province Central Statistics Agency, 2021). This can happen due to the fast level of competition and the impact of the Covid-19 pandemic. Therefore the need for a proper and appropriate promotional strategy and need the efforts to increase customer satisfaction.

Technological developments have allowed people to share input related to the hotel and its various aspects and sub-attributes such as cleanliness, value, location, and many more as well as the recommendations of respondents and their

colleagues. Due to the competitive nature of the hotel industry, hoteliers need to understand guests and increase the satisfaction of respondents and their partners. Guests have a variety of reasons to choose a hotel to visit, with the most frequent being the hotel with the best ratings. The hotels that have the best ratings seem to have achieved guest satisfaction levels. Therefore, the reviews posted for these hotels tend to provide in-depth information about the determinants of guest satisfaction (Alrawadieh et al., 2019). Guests rely on crowd-sourced opinions or recommendations widely given by others to choose a product and service, while businesses mine tourist feedback data to identify issues and trends (Veloso et al., 2019). The better the word of mouth that the company does on the internet, the better the purchase intention from potential consumers (Bagus et al., 2018).

The role of guest satisfaction has a considerable influence on the company where

satisfied consumers will provide good references to the products and services they use to other people, so that satisfaction is created that will provide a good relationship between consumers and the company and can form a recommendation by word of mouth that benefits the company (Wahyuni et al., 2018). Therefore, understanding the importance behind these intentions and their impact on everything, positive recommendations can help in improving the company's branding and increase consumer interest in making purchases (Pourabedin et al., 2015).

Satisfied and emotionally attached customers are important because they are assets for a successful business (Sukhu et al., 2019). Higher guest satisfaction with lower-rated hotels signifies an opportunity for these hotels to improve their performance, even a marginal increase in perceived value for money and service quality can significantly increase guest satisfaction (Mutum, 2015).

Guest interest in recommending is a mechanism for providing a perceived experience that will ultimately trigger behavior. But in fact, the lack of a positive experience with a product is usually the main factor that makes people dislike the product (Fitria et al., 2020).

Most economists assume that consumers are economic buyers, the people who know all the facts and logically compare the available options based on the costs and benefits received to get the best satisfaction from the money and time that respondents and their partners sacrifice. The consumer is someone who buys from other people (Kotler, et al., 2012). Customers are the main key to the success of running a business, and satisfied customers are the key for a business to continue to grow and benefit from a competitive market (Fitria et al., 2020). Satisfied and emotionally attached customers are important because they are assets for a successful business (Sukhu et al., 2019).

Various promotional activities have been carried out by Renaissance Bali Uluwatu Resort & Spa to increase sales of rooms and other facilities. In addition to promoting externally (outside guests), Renaissance Bali Uluwatu Resort & Spa also carries out strategic promotions by providing

pleasant and satisfying services and facilities. Measurement of guest satisfaction is done by sending an survey e-mail to every guest who has checked out to be able to implement and improve the quality of services and facilities. In the survey, in addition to asking several questions related to guest satisfaction, Renaissance Bali Uluwatu Resort & Spa also asked questions about Guest intend to recommend or how interested guests are in recommending Renaissance Bali Uluwatu Resort & Spa to their colleagues. The point of recommendation, in this case, is the guest's emotional perspective on the hotel.

Guest intends to recommend Renaissance Bali Uluwatu Resort & Spa that can be seen from the reviews given by guests, some of the respondents and their colleagues are not interested in recommending the hotel. These comments can be seen from several Online Travel Agents, social media, and an application/ website called Medallia that explains the overall score results from the survey e-mail but can only be accessed by and with the permission of the leader in each hotel department. The poor feedback made the management of Renaissance Bali Uluwatu Resort & Spa have to improve the guest intend to recommend to maintain the company's image and branding. Therefore, the authors are interested in knowing how guest satisfaction can help in increasing guest intend to recommend and how the efforts of Renaissance Bali Uluwatu Resort & Spa in developing guest intent to recommend.

RESEARCH METHODS

This research is descriptive quantitative. The type of data in this study is a detailed description of the score results from the survey e-mail given to guests who have stayed overnight. In this study, the location or place of the research was the Renaissance Bali Uluwatu Resort & Spa.

The types of data based on their nature used in this study can be grouped into two according to Sugiyono (2019:8), namely qualitative and quantitative data. Qualitative data in this study include survey e-mail s, descriptions of hotels, or information that is described in detail and clearly to

draw a conclusion as well as other information related to this research such as history, company overview, and job description. Meanwhile, quantitative data in this study includes data on five-star hotels in Bali, data on tourist visits at the Renaissance Bali Uluwatu Resort & Spa for the period January 1, 2020, to April 1, 2021, and data on the number of scores from the survey e-mail .

In this research, there are two sources of data obtained and used as research material, namely primary data and secondary data. Primary data is data that comes from the first source, namely the resource person or known as the respondent (Narimawati, et al., 2020). In this research, primary data were obtained directly from the research location, namely from Renaissance Bali Uluwatu Resort & Spa. Secondary data is data that has been processed for particular purposes by certain parties (Narimawati, et al., 2020). Secondary data from this study are the scores obtained from the survey e-mail .

The data collection technique used is the technique used by researchers in general, namely conducting field observations, then collecting 50 sample who have been determined purposively, and documentation by collecting important documents as supporting data in the implementation of research (Sugiyono, 2015).

RESULTS AND DISCUSSION

The results of data analysis in this study are identifying, testing, and processing data from the survey e-mail assessment scores obtained from secondary data of 50 samples. The results of this data analysis are to answer the problems in this research. Therefore, interview techniques and descriptive statistics are used to find answers and the results would then be explained. The results of data analysis from this research are:

A. Descriptive Statistics

1. Respondent Characteristics

Data regarding the identity of the respondents obtained from the departure guest record at Renaissance Bali Uluwatu Resort & Spa.

According to departure guest record, can be identified several characteristics, namely length of stay, citizenship, and booking source. The complete calculation results it is seen in the tables below.

Table 1. Characteristics of Respondents by Length of Guest Stay

Length of Stay (night)	Quantity (person)	Percentage (%)
1	21	42
2	18	36
3	6	12
4	4	8
8	1	2
Total	50	100

Source: Data processed, 2021.

In Table 1, it can be concluded that more guests stay for 1 night. This shows that the dominant guest can only enjoy the experience of staying for one night.

Table 2. Characteristics of Respondents by Nationality

Nationality	Quantity (Person)	Percentage (%)
Indonesia	38	76
Russia	3	6
Ukraine	1	2
Malaysia	1	2
Australia	1	2
UK	2	4
Italia	1	2
Deutschland	1	2
Korea	1	2
Lithunia	1	2
Total	50	100

Source: Data processed, 2021.

In Table 2. it can be concluded that guests who are Indonesian citizens visit more than other countries. This shows that behind the COVID-19 pandemic, few foreign tourists are visiting and are dominated by Indonesian tourists.

In Table 3, it can be concluded that more guests prefer through direct booking rather than through online travel agent booking. This shows that the ease of ordering directly through hotel reservation services.

Table 3. Respondents Based on Booking Source

Booking Source	Quantity (person)	Percentage (%)
Direct Booking	24	48
Viztamaha Tour	2	4
Expedia	7	14
Mandira Abadi	1	2
Booking.com	13	26
Agoda	2	4
Tripper Nature	1	2
Total	50	100

Source: Data processed, 2021.

2. Descriptive Statistics Results

The descriptive statistics presented in the following table provide information on the frequency and percentage of respondents in assessing each guest satisfaction indicator.

Table 4. Assessment of the “Cleanliness” Indicator

		Frequency (Person)	Percent (%)
Valid	Neutral	1	2
	Satisfied	15	30
	Very Satisfied	34	68
	Total	50	100

Source: Data processed, 2021.

In Table 4, the results of these data indicate that the cleanliness at Renaissance Bali Uluwatu Resort & Spa is dominantly very satisfactory but still needs to be improved and evaluated to achieve perfect values in the future.

Table 5. Assessment of the “Staff Service” indicator

		Frequency (Person)	Percent (%)
Valid	Not Satisfied at All	1	2
	Slightly Satisfied	1	2

Satisfied	15	28
Very Satisfied	33	66
Total	50	100

Source: Data processed, 2021.

In Table 5, the results of these data indicate that the service of the staff at Renaissance Bali Uluwatu Resort & Spa is dominantly very satisfying. However, it should be noted that there are scores with very small values. This must be immediately addressed and corrected by searching for information about the reason the guest gave a low score. We recommend that the management and staff immediately fix the problems that guests experience by always asking for guest comfort and being more sensitive before guests' check-out so as not to give a bad impression after guests leave the hotel and don't leave bad ratings on the OTA or hotel website.

Table 6. Assessment of the “Food & Beverage Quality” Indicator

		Frequency (Person)	Percent (%)
Valid	Neutral	4	8
	Satisfied	13	26
	Very Satisfied	33	66
	Total	50	100

Source: Data processed, 2021.

In Table 6, the results of the data above show that the food & beverage quality at Renaissance Bali Uluwatu Resort & Spa is respondent's dominant very satisfied and the score that shows neutral can be used as an evaluation material to improve the food & beverage quality.

Table 7. Assessment of the “Facilities & Upkeep” Indicator

		Frequency (Person)	Percent (%)
Valid	Slightly Satisfied	1	2

Neutral	2	4
Satisfied	18	36
Very Satisfied	29	58
Total	50	100

Source: Data processed, 2021.

In Table 7, the results of these data indicate that the facilities & upkeep at Renaissance Bali Uluwatu Resort & Spa are dominantly very satisfying. However, there is a problem with the guest rating scores who answered slightly satisfied and neutral. This problem must be investigated so that repairs can be made as soon as possible so that unwanted complaints do not occur again.

Table 8. Assessment of Guest Intent to Recommend

		Frequency (Person)	Percent (%)
Valid	Slightly Likely	1	2
	Neutral	2	4
	Likely	13	26
	Extremely Likely	34	68
	Total	50	100

Source: Data processed, 2021.

In Table 8, the results of these data indicate that the guest intends to recommend Renaissance Bali Uluwatu Resort & Spa is very dominant allowing guests to recommend hotels. However, some scores are still low and need to be improved.

The results of the following descriptive statistics provide information about the characteristics of the research variables consisting of the number of range values, minimum value, maximum value, mean value, and standard deviation.

Table 9. Descriptive Statistical Results

		Guest Satisfaction	Guest intends to recommend
N	Valid	50	50
	Missing	0	0
Mean		34.98	8.70

Median	35.00	9.00
Std. Deviation	4.063	1.460
Range	17	7
Minimum	23	3
Maximum	40	10

Source: Data processed, 2021.

Based on Table 9, it seems that the number of observations (N) from this research was 50 respondents. The variable level of guest satisfaction has a vulnerability/distance between the maximum and minimum values of 17, the minimum value of the total assessment of 23, and the maximum value of the total assessment of 40 so that the average value is 34.98. The median value is 35.00 with a standard deviation of 4.063 which indicates that the standard deviation is lower than the average, which means that the data value is close to the mean which indicates that one respondent gives almost the same score as the other respondents, so it shows that the influence of the number of the assessment of respondents' scores on the level of guest satisfaction, respondents' scores with each other are almost the same.

The guest intends to recommend variable has a vulnerable value/distance between the maximum and minimum values of 7.00, the minimum total score of 3, and the maximum total score of 10 so that the average total score is 8.70. The median value is 9.00 and the standard deviation for the guest intend to recommend variable is 1.460. The comparison between the standard deviation of the guest intends to recommend variable and the average value of the guest satisfaction level means that the contribution of the guest satisfaction level to the guest intends to recommend is close to and sometimes even exceeds the average total score of the guest intends to recommend.

3. Guest Satisfaction at Renaissance Bali Uluwatu Resort & Spa

Renaissance Bali Uluwatu Resort & Spa uses four indicators, namely staff service, cleanliness, food and beverage quality, and facilities and upkeep as benchmarks in making questions given to guests to find out how much guest satisfaction is. The way

to find out the level of guest satisfaction is through a survey conducted by the Marriott Indonesia Audit via email of guests who have stayed at Renaissance Bali Uluwatu Resort & Spa. The output of the survey e-mail is an assessment score and comments given by guests are then used as references in making improvements and developments.

The Likert Scale is a measuring tool for guests to make decisions in giving scores, there are explained in Table 10 and Table 11 below.

Table 10. Likert Scale of Guest Satisfaction Variables

Score	Description
1 – 2	Not Satisfied at All
3 – 4	Slightly Satisfied
5 – 6	Neutral
7 – 8	Satisfied
9 – 10	Very Satisfied

Source: Data processed, 2021.

Table 11. Likert Scale of Guest Intend to Recommend Variables

Score	Description
1 – 2	Not Likely at All
3 – 4	Slightly Likely
5 – 6	Neutral
7 – 8	Likely
9 – 10	Extremely Likely

Source: Data processed, 2021.

The explanation of each indicator in more detail is as follows:

a) Food & Beverage Quality

Renaissance Bali Uluwatu Resort & Spa always pays attention to the quality of food and drinks served to customers as a whole, both from color combinations to help improve customer tastes, attractive and hygienic presentation of food and drinks, providing portions that are by standard portion sizes, varied forms of food, the temperature of food and beverages that comply with standards, the texture of food, the aroma of food and beverages that can affect consumers before enjoying the food, the level of maturity of the food

that can affect the texture, and the unique and interesting taste of food that can be enjoyed by customers.

The following is a guest voice that shows guest scores and comments regarding the quality of food and drinks at Renaissance Bali Uluwatu Resort & Spa and other related comments, which can be seen in the Table 11 and Table 12 below.

Table 11. Guest Comment Respondent 1

Guest Name	Guest Comment	Booking Source
Farida Tambun	<i>Overall Comment</i> The service is great, breakfast too! The restaurant's food was also nice! All those interns are up to the level expected. They are very polite!	Booking.com

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Table 12. Guest Score Respondent 1

Guest Name	Farida Tambun
Nationality	Ukraine
ITR	10
Cleanliness	10
Staff Service	10
F&B Quality	10
Facilities & Upkeep	10

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Based on Table 11 and Table 12, overall, the respondents' scores and comments show that guests are very happy to stay at the Renaissance Bali Uluwatu Resort & Spa, especially the respondents are very impressed with the breakfast and also the food in the restaurant which makes the respondents give a score of "10" for Food & Beverage Quality.

The following is a Guest Voice that shows guest scores and comments regarding facilities and maintenance at Renaissance Bali Uluwatu Resort & Spa and other related comments, which can be seen in Table 13 and 14 below.

Table 13. Guest Score Respondent 2

Guest Name	Rebecca Solomon
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Nationality	Australia
ITR	10
Cleanliness	10
Staff Service	10
F&B Quality	10
Facilities & Upkeep	10

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Table 14. Guest Comment Respondent 2

Guest Name	Guest Comment	Booking Source
	<i>Overall Comment</i>	
Rabeca Solomon	Absolutely loved The Renaissance! Loved it so much that I extended my stay the rooms are gorgeous and well maintained. It's worth upgrading to the ocean view - the view is just stunning! Breakfast was incredible - so much choice! The infinity pool at sunset is magical. The staffs were all so helpful and friendly.	Booking.com

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Based on Table 13 and Table 14, overall, respondents' scores and comments show that guests are pleased to stay at Renaissance Bali Uluwatu Resort & Spa, especially respondents who are very impressed with the maintenance of the facilities in the rooms and other facilities.

The following is a Guest Voice that shows guest scores and comments regarding staff services at Renaissance Bali Uluwatu Resort & Spa and other related comments, which can be seen in Table 15 and Table 16 below.

Table 15. Guest Comment Respondent 3

Guest Name	Guest Comment	Booking Source
	<i>Overall Comment</i>	
Monica Febriana Jonathan	I Choose Renaissance Bali to stay and vacation with friends to celebrate my birthday. From the very beginning, before I arrived at the hotel, the hotel	Direct Booking

staff made sure they met my needs. The front desk staff greeted us kindly and explained all that we could enjoy well. The hotel facilities are complete, and the hotel staff is happy to help us when we need something. Good job, you guys managed to surprise me to my birthday. The room is always clean, and the conditioner is cold, the mattress is soft, everything is okay. Except for one day the condition of our kitchen sink is still dirty and the sink in the master bedroom is leaking and needs to be repaired from the hotel. Overall, we are very pleased to stay at Renaissance and definitely come back they're for vacation.

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Table 16. Guest Score Respondent 3

Guest Name	Monica Febriana Jonathan
Nationality	Indonesia
ITR	9
Cleanliness	9
Staff Service	10
F&B Quality	9
Facilities & Upkeep	9

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Based on Table 15 and Table 16, overall scores and respondents' comments indicate that guests are pleased to stay at Renaissance Bali Uluwatu Resort & Spa, although guests experience a few unpleasant things, guests feel very satisfied, and the guest experience can be used as an evaluation by always checking and maintaining the facilities so that later problems it doesn't happen again.

The following is a Guest Voice that shows guest scores and comments regarding cleanliness at Renaissance Bali Uluwatu Resort & Spa and other related comments, which can be seen in Table 17 and 18 below.

Table 17. Guest Score Respondent 4

Guest Name	Savina Tiara Hardiman
Nationality	Indonesia
ITR	9
Cleanliness	10
Staff Service	9
F&B Quality	9
Facilities & Upkeep	9

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Table 18. Guest Comment Respondent 4

Guest Name	Guest Comment	Booking Source
	<i>Overall Comment</i>	
Savina Tiara Hardiman	A very pleasant stay! Our rooms were upgraded to Junior suite, very nice service, clean and properly sanitized room. Breakfast was also Super! Hotel staff applied a strict healthy protocol which made buffet breakfast very comfortable and safe (and delicious!). Can't wait to come back soon!	Direct Booking

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Based on Table 17 and Table 18 overall guests are very satisfied staying at Renaissance Bali Uluwatu Resort & Spa and this feedback shows that guests get a positive impression so that it allows guests to bring this positive impression to others to recommend.

The feedback given by respondents related to respondent satisfaction with respondents' interest in recommending Renaissance Bali Uluwatu Resort & Spa, is as follows.

Table 19. Guest Comment Respondent 5

Guest Name	Guest Comment	Booking Source
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Overall Comment

Franciscus Setiabudi	We got our room upgraded; we were pleased by the service of this hotel. The staffs are kind, and polite. They fulfill our request by decorating doughnuts for our relative's birthday. It is a wonderful experience to stay at this hotel. We surely are going to recommend this hotel to my friends and relatives.	Vizamaha Tour
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Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Table 20. Guest Score Respondent 5

Guest Name	Franiscus Setiabudi
Nationality	Indonesia
ITR	9
Cleanliness	9
Staff Service	10
F&B Quality	9
Facilities & Upkeep	9

Source: Renaissance Bali Uluwatu Resort & Spa, 2021

Based on Table 19 and Table 20, overall respondents' scores and comments indicate that respondents are very happy to stay at Renaissance Bali Uluwatu Resort & Spa and this feedback shows that guests get a positive impression, allowing guests to bring this positive impression to others to recommend.

B. Discussion

This study discusses two things, namely, how the level of guest satisfaction in increasing guest intends to recommend at Renaissance Bali Uluwatu Resort & Spa, and efforts to increase guest intends to recommend at Renaissance Bali Uluwatu Resort & Spa.

1. Guest Satisfaction Level in Improving Guest intend to recommend at Renaissance Bali Uluwatu Resort & Spa

The description of the following table can be seen from the results of the tabulation of data on

the level of guest satisfaction and guest intend to recommend.

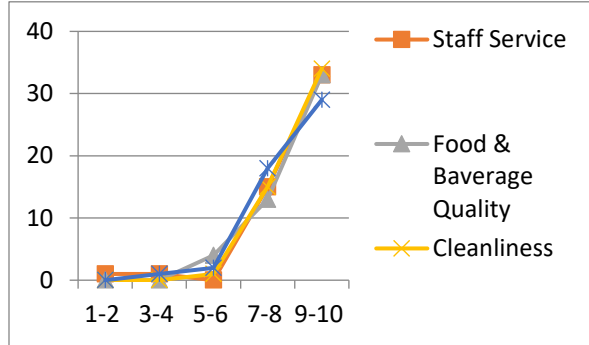


Figure 1. Guest Satisfaction

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

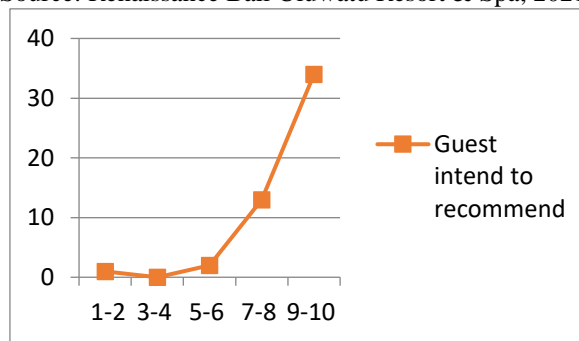


Figure 2. Guest Intend to Recommend

Source: Renaissance Bali Uluwatu Resort & Spa, 2021.

Figure 1 and Figure 2 shows that a score of 9-10 has a lot of votes compared to other scores. The guest satisfaction variable has the same average as the guest intend to recommend variable, which means that there is a balance of scores obtained from each variable so that this shows that the higher the score obtained from the level of guest satisfaction, the higher the guest intend to score recommend.

Meanwhile, the comparison between the standard deviation of the guest intends to recommend variable is 1,460 with the average guest satisfaction level of 34.98, which means that the contribution of the guest satisfaction level to the guest intends to recommend is close to and sometimes even exceeds the average total score of the guest intends to recommend. This shows that the level of guest satisfaction helps in providing improvements to the guest intends to recommend.

Based on behavioral learning theory, satisfaction is the result of positive rewards when consumers behave that consumer will become loyal

and spread positive information. Dissemination of information carried out by consumers is commonly referred to as Word of Mouth (WOM) or the same meaning as Guest intends to recommend. WOM can be used as an indirect marketing tool by companies (Saraswulandari, et al., 2010). The higher the consumer satisfaction, the better the image of the institution and the better the word of mouth conveyed by consumers to other parties (Putra, 2017).

2. Efforts to Improve Guest intend to recommend at Renaissance Bali Uluwatu Resort & Spa

a) Extraordinary service

Extraordinary service carried out by Renaissance Bali Uluwatu Resort & Spa is to provide maximum service and give a good impression before guests stay until after guests stay. Renaissance Bali Uluwatu Resort & Spa provides attractive services and offers since before guests stay, the hotel will prepare all guest needs before guests arrive such as guest requests, and even prepare decorations and celebrations for birthday, honeymoon, and anniversary guests without guests giving prior orders. During their stay, guests are always contacted 30 to 60 minutes after check-in to ensure whether the guest is comfortable with the room that the respondent and his colleagues live in. Every morning during breakfast, supervisors and related staff always greets guests who eat and ensure that all guest needs are always met. In addition, respondents and their colleagues also offer help to become assistants in providing information about the hotel and outside the hotel. The day before guest's check-out, staff from the front office department ask and make sure guests have prepared a vehicle or not, if not, the relevant staff will assist in finding a vehicle. In addition, the hotel also provides services via *WhatsApp* to facilitate communication and approach. After the guest checks out, the guest will automatically receive a thank you email from the hotel and the relevant staff will also thank guests for staying in good contact. This extraordinary service applies to all staying guests, both elite guests, loyalty guests, and ordinary guests. This standard has been used as a benchmark

to what extent the success rate of extraordinary service can help in efforts to increase guest intends to recommend.

b) Provide facilities as offered

Renaissance Bali Uluwatu Resort & Spa is very aware that facilities are one of the guest's considerations in choosing a hotel. Therefore, guests must get all the facilities that have been promised by the hotel before the respondent and his colleagues come and take care and maintain all the facilities so as not to disappoint guests.

c) Lower the price

Lowering the price in question, namely the price at the Renaissance Bali Uluwatu Resort & Spa is sought to be cheaper, although slightly compared to competitors. This is because guests will be more interested in choosing hotels with low prices but with more complete and attractive facilities. This method is relatively common but can help increase guest interest in recommending the hotel to others.

d) Simplify the Check-in process

Check-in is the first impression that guests get during their stay. Therefore, Renaissance Bali Uluwatu Resort & Spa strives to make that first impression memorable, one of which is by simplifying the check-in process. In all hotels under the auspices of Marriott International including the Renaissance Bali Uluwatu Resort & Spa, each hotel has a GSM (Guest Service Messengers) application. The function of this application is to make it easier for guests to check in, check out, and get and ask for information. This application will help guests to check-in without having to queue and wait long. The standard at Renaissance Bali Uluwatu Resort & Spa staff must complete the check-in process for a maximum of 10 minutes and always strive for the room to be in Inspected status. Renaissance Bali Uluwatu Resort & Spa realizes that guests feel tired after traveling so that when they arrive at the hotel guests can quickly rest companies (Saraswatiwulandari, 2010). The higher the consumer satisfaction, the better the image of the institution and the better the word of mouth conveyed by consumers to other parties (Putra et al., 2015).

CONCLUSIONS AND SUGGESTIONS

The score results from the survey e-mail using a sample of 50 respondents obtained the average value for the guest satisfaction variable, which is 9, then this means that overall respondents are very satisfied with all indicators of guest satisfaction, while the average value for the guest intends to recommend variable is of 8.7 which means that the average respondent is very likely to recommend Renaissance Bali Uluwatu Resort & Spa. The average value means that there is a balance of scores obtained from each variable so that this indicates that the higher the score obtained from the level of guest satisfaction, the higher the score of the guest intends to recommend.

Meanwhile, the standard deviation value of the guest intends to recommend variable is 1,460 with an average guest satisfaction level of 34.98 which means that the contribution of guest satisfaction levels to guest intends to recommend is close to and sometimes even exceeds the average total score of guest intends to recommend. This shows that the level of guest satisfaction helps in providing improvements to the guest intend to recommend.

The efforts made by Renaissance Bali Uluwatu Resort & Spa in increasing guest intend to recommend while maintaining the good name of Renaissance Bali Uluwatu Resort & Spa, among others: by performing extraordinary services, lowering prices, providing facilities by what is offered, and facilitating check-in process.

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